

WHETHER NORTHWIND IS A MENTHOL, NON-MENTHOL OR NEITHER

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402 %	234 %
<u>Northwind Is:</u>		
A menthol cigarette	84	44
A non-menthol cigarette	3	10
A different kind of cigarette which is neither a menthol nor a non-menthol	12	42
Don't know	1	3

QUESTION: And, now that you have tried Northwind cigarettes, would you say Northwind is... (READ LIST)?

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